

FIG. 1A

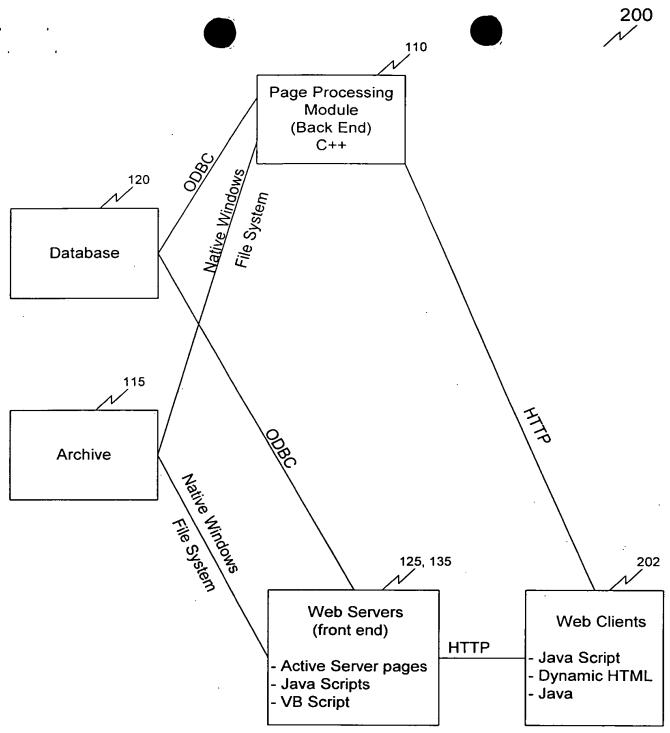


FIG. 2

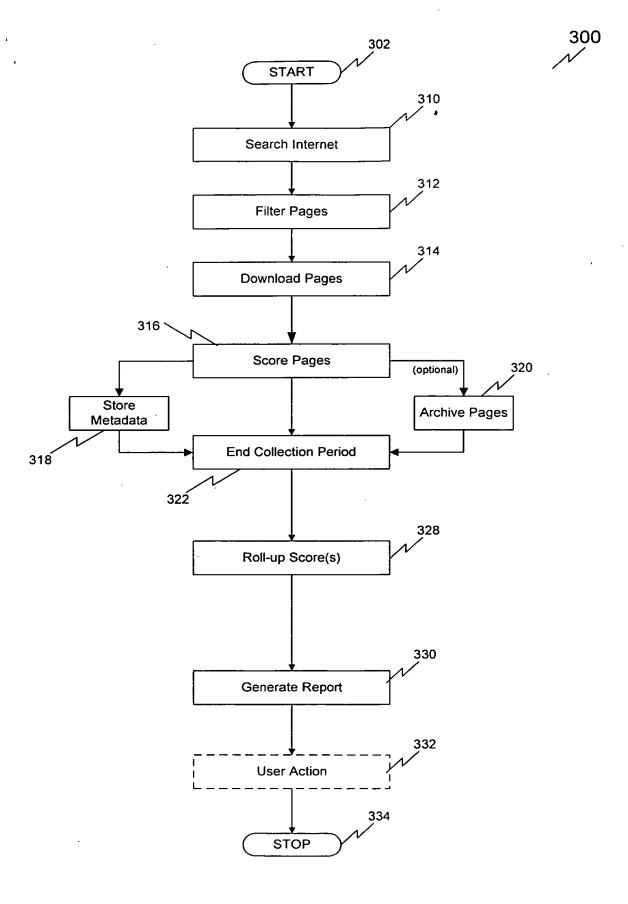
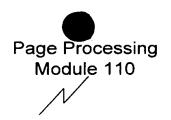


FIG. 3



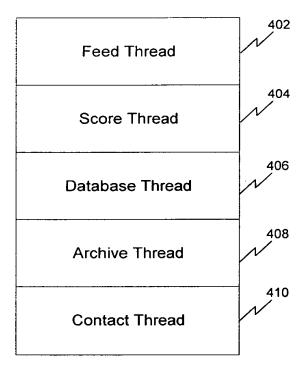
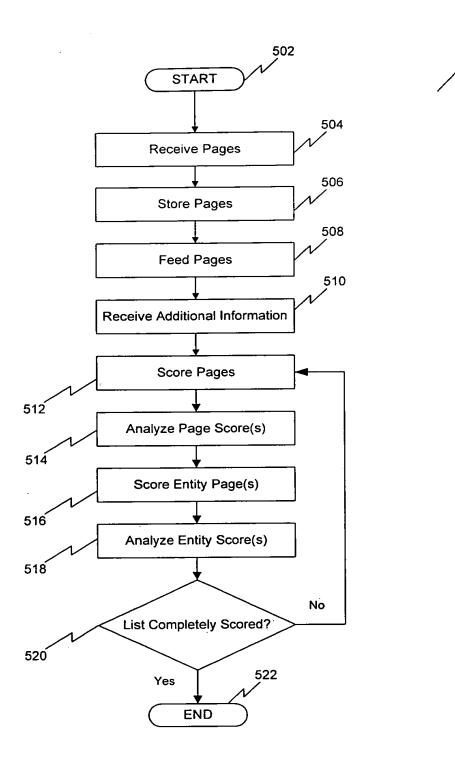


FIG. 4



Score Words

	·-	 			
DOMAIN NAME 634					
BRAND NAME 632		VORD 636			
COMPANY NAME 630		SEARCH ENGINE KEYWORD 636			
ATTRUBUTES 614		SEARCH EI			-
EDIT 612	·				
COMMENT 610		SUBMIT	l	BOOST POINTS 628 (optional)	
VERSION 608		RESET 618	2	PRIMARY PAGE SCORE 626	
WORD 606		SHOW DEBUG INFO			
NONCE 604		SHOW DE	2	SCORE NAME 622	

FIG

Score Formula

		 	<u> </u>	Ι	i	_ 	Τ	1	I	
EDIT	714			TOP-LEVEL	730					
				MIME TYPES	728					
COMMENT	712			MIME	7		-			
CON	2			E-TYPES	726					
-ORDER			Edit Formula	E-T					ATTRIBUTES	734
OPERATIONAL-ORDER	710		Edit F	FUNCTIONS	724				ATTR	
VERSION	708			ACTIVE	722		-			
FORMULA V	902			MODIFY DELETE	720	×				
				MODIFY	718	INPUT BOX	732			
NONCE	704			ADD	716	41				

Global Score Words & Groups	GROUPS 806	UTES NONCE VERSION ATTRIBUTES	814 816 818	•	Global Score Formula 803	OPERATION-ORDER COMMENT EDIT ATTRIBUTES	824 826 828 830		
Global Sco		ATTRIBUTES	812		Global Sc	OPERATION.	824		
Glo	\$ 804	VERSION ATTRIE			_อ	VERSION OPE	822		
	WORDS	VERS	810			VER	 		
		NONCE	808			NONCE	820	·	

FIG. 8A

Attributes

.

Score word	Nonce	Version	Comment	Human Readable	Full Word
854					(optional)
Add a Word	858	860	862	864	998
856					
	Case Sensitive (optional)	Regular Expression	RegEx Help	RegEx Translation	
		(optional)		(optional)	
	898	870	872	874	
					·

Help 912		928	
Printable Report	e-Business Index	Bar 926	
Data Summary		Graphs 922	
e-Business Index 904	Analysis 914		918
Executive Summary	e-Business Analysis	- Hightlights - Hightlights - Hightlights - Hightlights	

FIG. 9

1000A

Executive Summary 902	e-Business Index	Data Summary	Printable Report	Help 912
Index Categories	itegories		Index Listing 1016	
- Component - Component - Component - Component		Opinion Search Engine E-Commerce Links to Site Misdirection Top 100 Ad Coverage Name In Snapshot Of		
	1018	To the state of th	1020	

902 Data Summary Printable Report 910 <th></th> <th></th> <th></th> <th></th> <th></th>					
902 904 908 Core Index Categories 1014 Core Index Categories 1014 Index Categories 1014 Index Categories 1018	Executive Summary	e-Business Index	Data Summary	Printable Report	Help
Index Categories 1014 Graph 1037 1018	905	904	808	910	912
Index Categories 1014 Graph 1037 1018	- -			(=	
Graph 1037	Index Ca	itegories		Overall Score	
Graph .		1014		1036	
Graph					
Graph	- Component				
<u>Graph</u>	- Component				
	- Component		Graph	1037	
	- Component				
1018	- Component				
		1018			

FIG. 10B

Executive	e-Business Index	Data Summary	Printable Report	Help
905	904	806	910	912
Index Categories	tegories		Metatag Use	
	1014		1046	
- Component				
- Component				
- Component		Graph	1047	
- Component				
- Component				
	1018			

FIG. 10C

Executive	a-Business Index	Data Simmary	Printable Report	S T
Summary 902	904	806	910	912
Index Categories	rtegories		Historical Use	•
	1014		1056	
- Component				
- Component				
- Component		Graph	1057	
- Component				
- Component				
	1018			

FIG. 10D

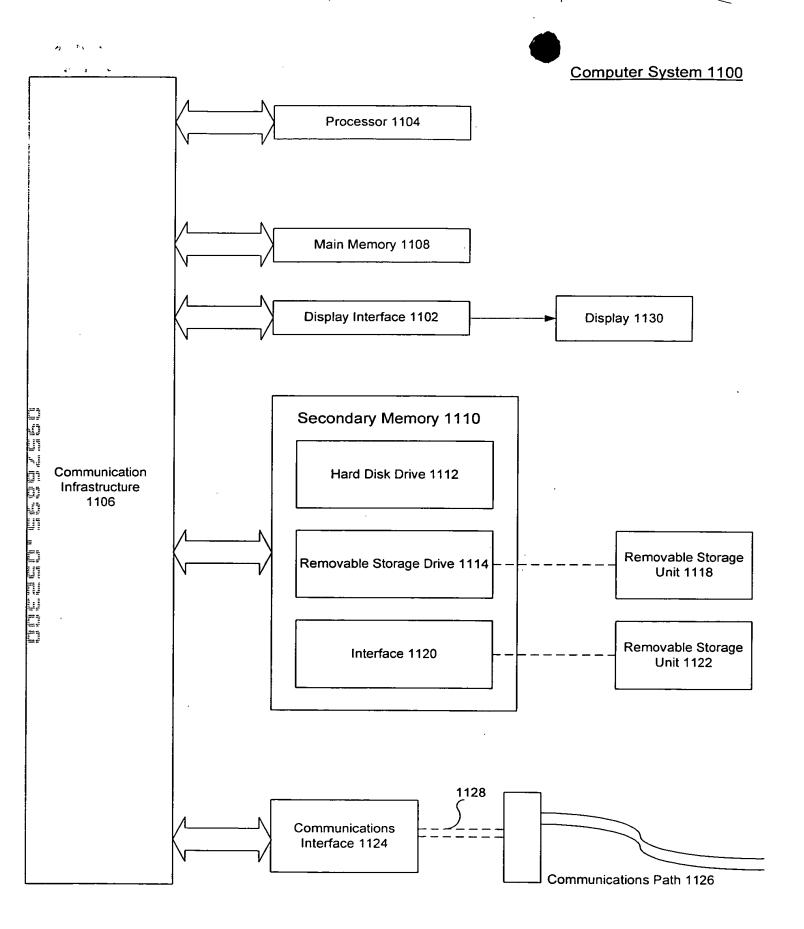


FIG. 11